

ORDER



Orders
Order / Rev: 165109
Alt Order #:
Product Desc: Martin Heinrich 10/29-11/06 Order
Estimate: 11651
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact: Suzanne Lorimer
Billing Contact:
 1580 Lincoln St Ste 510
 Denver, CO 80203-1507

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heinrich for Senate
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 05/05/09
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	116	\$48,885.00	\$41,552.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	116	\$48,885.00	\$41,552.25	0.00
Totals	116	\$48,885.00	\$41,552.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	26%	\$48,885.00
Market	100%	\$188,019.23

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	9%	\$16,921.73
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	29%	\$54,525.58
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	36%	\$67,686.92
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

Print Date: 11/01/12 11:03:47 Page 2 of 5

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/29/12	11/06/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a -----	:30	0	\$175.003		0.00	NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$175.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2			\$175.00		0.00			
2	All	10/29/12	11/06/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a -----	:30	0	\$300.003		0.00	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$300.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2			\$300.00		0.00			
3	All	10/29/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a -----	:30	0	\$425.003		0.00	NM	8	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$425.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		3			\$425.00		0.00			
4	All	10/29/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a -----	:30	0	\$600.002		0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		7			\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		3			\$600.00		0.00			
5	All	10/29/12	11/04/12	Saturday Today Saturday Today	CM	Sa 5a-7a -----S-	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$125.00		0.00			
6	All	10/29/12	11/04/12	News 4 Weekend Sat 7a News 4 Weekend Sat 7a-9a	CM	Sa 7a-9a -----S-	:30	1	\$175.004		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1			\$175.00		0.00			
7	All	10/29/12	11/04/12	Sunday Today Sunday Today	CM	Su 7a-8a -----S	:30	1	\$175.004		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$175.00		0.00			
8	All	10/29/12	11/04/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a --W-F--	:30	2	\$400.002		0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2			\$400.00		0.00			
9	All	10/29/12	11/06/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a MTWTF--	:30	1	\$175.003		0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-T---		2			\$175.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2			\$175.00		0.00			
10	All	10/29/12	11/06/12	Who Wants to Be A Millionaire Who Wants to Be A Million	CM	M-F 1130a-12p MTWTF--	:30	1	\$125.004		0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1			\$125.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1			\$125.00		0.00			
11	All	10/29/12	11/04/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWTF--	:30	5	\$175.003		0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5			\$175.00		0.00			
12	All	10/29/12	11/06/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p MTWTF--	:30	1	\$350.002		0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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12	All	10/29/12	11/06/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	MTWTF--	:30	1	\$350.002		0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
13	All	10/29/12	11/06/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	MTWTF--	:30	1	\$125.004		0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$125.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$125.00		0.00			
14	All	10/29/12	11/06/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	-----	:30	0	\$300.002		0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-TF--		3				\$300.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$300.00		0.00			
15	All	10/29/12	11/04/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	-----	:30	0	\$300.002		0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-W-F--		3				\$300.00		0.00			
16	All	10/29/12	11/06/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	-----	:30	0	\$200.003		0.00	NM	12	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		10				\$200.00		0.00			
		Week: 11/05/12	11/11/12	M-----		2				\$200.00		0.00			
17	All	10/29/12	11/06/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	-----	:30	0	\$425.003		0.00	NM	8	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		6				\$425.00		0.00			
		Week: 11/05/12	11/11/12	M-----		2				\$425.00		0.00			
19	All	10/29/12	11/06/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	-----	:30	0	\$800.002		0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$800.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$800.00		0.00			
20	All	10/29/12	11/06/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	-----	:30	0	\$500.003		0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$500.00		0.00			
21	All	11/05/12	11/06/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	M-----	:30	1	\$2,000.001		0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
22	All	10/29/12	11/04/12	Monday Prime C Monday Prime C	CM	M 9p-10p	M-----	:30	1	\$1,200.002		0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$1,200.00		0.00			
23	All	10/29/12	11/04/12	Tuesday Prime B Tuesday Prime B	CM	Tu 8p-9p	-T-----	:30	1	\$900.003		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$900.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	10/29/12-11/04/12	Tuesday Prime B		Tu 8p-9p	-T-----	:30		(\$900.00)		0.00	NM		
		Credited [2hr program is scheduled 7p-9p/ Re-order]													
24	All	10/29/12	11/04/12	Wednesday Prime C Wednesday Prime C	CM	W 9p-10p	--W----	:30	1	\$900.003		0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$900.00		0.00			
25	All	10/29/12	11/04/12		CM	Th 8p-9p	---T---	:30	1	\$900.003		0.00	NM	0	\$0.00

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36	All	10/29/12	11/04/12	Thursday Prime 2hr 7p-9p Thursday Prime 2hr 7p-9p	CM	Th 7p-9p ---T---	:30	1	\$900.003		0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		1		\$900.00		0.00			
N37	All	10/29/12	11/04/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p ----F--	:30	1	\$400.006		0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1		\$400.00		0.00			
											Totals	116	\$48,885.00

*Tax 1 Note: ABQ 7%.